



**Planning Staff Report to
Design Review Board - Urban
January 21, 2022**
for the February 3, 2022 Public Hearing

Docket Number:	22-0034
Applicant:	Daniel Merritt
Property Owner:	Downtown Greenville Investment
Property Location:	21 Augusta Street
Tax Map Number:	0089000101900
Acreage:	0.34 acres
Zoning:	C-4, Central Business District, West End Preservation Overlay
Proposal:	Renovation of a parking deck to construct a private plaza
Staff Recommendation:	Approve with Conditions

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness

Application Request:

The applicant proposes to construct a new outdoor plaza space on the top deck of an existing at-grade parking structure, flush with Augusta Street sidewalk. The plaza will be street level as the parking deck is located beneath the grade of Augusta Street. The plaza will be privately owned, operated, and managed, but is designed such that the public will have free access to the site via Augusta Street at the front, and newly constructed access stairs at the rear.

The proposed plaza will consist of both hardscape and artificial turf areas with planters and outdoor seating. This seating will be used by the adjacent restaurant tenants. The plaza will be shaded by tensile fabric shade sails secured to the adjacent building walls. A small +/- 14'x18', raised stage area for performances is located at the rear of the property. The proposed plaza will be separated from the Augusta Street sidewalk by four 36" height planters. Furnishings will include tables, chairs, trash and recycling receptacles, and bike racks. The plaza will be lit by catenary lights strung across the plaza.

The proposed stage, to be located at the rear of the plaza facing southwest, is a prefabricated monoslope shelter with a 24 gauge metal roof with wood paneled ceiling and white-painted steel supports. The stage will be backed by planters. Most of the plaza will be artificial turf, with some areas delineated by 6' broom-finish concrete sidewalks. A +/- 6" elevated wooden flooring system will replace the existing covered outdoor dining area associated with Eggs Up Grill. This new decked, dining area will be separated from the plaza by a black steel picket fence that opens both to Augusta Street and to the new plaza.

The entrance to the new plaza will have six 18" x by 54" planters that consist of evergreen hedge plants. Public access to the plaza will be through the openings of the planters facing Augusta Street and through a renovated stairwell in the rear of the plaza.

Staff Analysis:

In general, staff finds that the plaza meets the Downtown Design Guidelines, specifically PUB 8 *Parks and Plazas*. Visual and physical access is maintained, and internal circulation is adequate for the intended uses. The elevation is flush with the existing sidewalk which allows for easy transition between public and semi-public spaces. Adjacent uses will serve to activate the space. Programmatic elements are incorporated and will be the responsibility of the plaza owner / manager. Adequate lighting (PUB 9) will be incorporated and the ambient existing pedestrian lighting along Augusta Street will suffice to meet CPTED standards.

Staff notes one discrepancy that appears to exist between the application statement and the drawings. The applicant states that the plaza will be separated from the street with aluminum panels, but the site plan and renderings show planters as a means of separation. Staff concurs with the use of planters but does not recommend aluminum panel screening. The use of aluminum panels to separate the space should be avoided as it would isolate the plaza from the public and discourage use. Staff finds the proposed planters, indicated on the site plan, as a solution for separation that meets the Downtown Design Guidelines, however, staff recommends that the 3-foot-tall evergreen hedge shall be reconsidered and replaced with softer plant materials to provide a more inviting environment.

Staff recognizes the potential for the inclusion of public art within the space and would encourage that, if so desired, the applicant reach out to the Arts in Public Places committee to explore that process. Applicant should select furnishing and shade sail colors to reflect the PRI 6.WE (materiality in the West End), to reflect the design principles of the West End Historic District as being a bright, lively, environment.

Therefore, staff recommends approval with the following conditions:

- 1. Applicant shall work with staff to select site furnishings and plants to reflect PRI 6. WE, to create a vibrant, exciting setting within the West End Historic District.**
- 2. The applicant shall provide planters with appropriate plantings to screen between the plaza and Augusta Street and not use aluminum panels.**
- 3. Applicant shall work with zoning staff to ensure that any outdoor performances on the proposed stage are properly permitted, adhere to the noise ordinance, and do not operate outside of permitted hours.**
- 4. Per the recent Section 19-1.11 LMO Text Amendment, an Affidavit of Substantial Compliance must be signed and notarized by the property owner prior to the issuance of the Certificate of Conformity.**
- 5. This CA is considered a specific site development plan. As such, the CA issued for this project shall be subject to Land Management Ordinance Section 19-2.2.14 *Lapse of approval/vested rights* and the Vested Rights Act, Article 11, of Chapter 29, Title 6, of the Code of Laws of South Carolina, 1976 (S.C. Code §§ 6-29-1510 et seq.). The CA shall be valid for a period of two years from the date of approval by the Board. The Vested Right shall be granted up to five annual extensions upon a written request for an extension that must be received from the applicant at least sixty (60) days before expiration, unless any change or amendment to the land development ordinance or regulations of the City of**

Greenville's Code of Ordinances were to be amended that would no longer allow execution of the site-specific development plan. At any time during the two-year period or any subsequent Vested Rights extensions, the applicant may be granted a building permit from the City Building Official. Should the CA expire at any time prior to the application for a building permit, such permit shall not be issued until a current CA is provided.

**Relevant Design Guidelines:
PRIVATE REALM**

PRI 3. ENTRY

- 3.1 Locate entrances at active locations that enable and promote pedestrian walkability and connectivity.
- 3.2 All public entrances that face the public realm must be designed to accommodate all levels of physical ability.
- 3.3 Enhance the design of entry areas with materials, architectural and landscape features such as outdoor gathering spaces, coverings, lighting, and landscape elements so that they are clearly identified and will attract and guide pedestrians.
- 3.4 Entry glass must be highly transparent using non-reflective and minimally tinted glass.
- 3.5 Entries must be designed to pronounce their purpose as a destination while not overwhelming the scale, massing and articulation of the rest of the building.
- 3.6 For retail building uses, recess or cover entrances to provide shelter and articulate the point of entry.
- 3.7 For buildings on corner lots, locate entrances at the corner to anchor the intersection and create a seamless transition that captures pedestrian activity from both street frontages.
- 3.8 Residential uses at the ground floor level must include entrances that face the public realm.
- 3.9 Use lower scale buildings or building elements to transition taller buildings towards lower scale buildings on adjacent properties.
- 3.SS Steep slopes: Ensure that entrances are placed at street level, not above or below grade. Where stairways and/or ramps to entrances are unavoidable due to grade, ensure that they are highly visible and integrated into the architectural and landscape design of the building. Stairs and ramps should enhance and not restrict the walkability of adjacent sidewalks.
- 3.LP Large parcels: For large parcel developments with multiple tenants: Provide distinct entrances and retail fronts to support a more resilient and flexible design that will accommodate the location of future uses.
- 3.ME Mass entertainment venues: Avoid pedestrian congestion by providing ample area for event queuing clear of the sidewalk zone. Physically delineate queuing area with bollards or other separators. Provide cover for at least 50 percent of the designated queuing areas. Ensure that entries allow for adequate access for emergency vehicles.

PRI 5. ARTICULATION

- 5.1 Articulate buildings with dimensions that promote a sense of human scale.
- 5.2 Use horizontal and vertical articulation to help define and differentiate the street level of the building and to express façade widths that are compatible with adjacent context.
- 5.3 Enhance the design and better unify the architectural relationship within an area by complementing the articulation of adjacent buildings.
- 5.4 A design must have a proper balance of articulation. Lack of variety is discouraged. However, design elements and materials must work together to create a unified whole.

- 5.5 Where balconies are used, ensure that they are at a scale that they can be used as open space. False balconies that serve no purpose beyond decoration should not be permitted.
- 5.6 Avoid large, monotonous façades.
- 5.7 For buildings on corner lots, accentuate the corner's unique location with architectural features that actively engage the public realm and create a visual presence at the corner, such as:
 - Chamfered or rounded corners
 - Projecting and recessed balconies and entrances,
 - Accentuating features such as embellished doorways and volumetric manipulations (e.g., corner tower),
 - Enhanced window designs that may include floor-to-ceiling windows, display windows, clerestory windows, or distinctive glass design or colors.
- 5.LP Use detail and articulation to help distribute the mass and scale of larger buildings into smaller parts. Avoid large monotonous façades.

PRI 6. MATERIALITY

- 6.1 Use high quality materials that are chosen to be compatible with their surrounding context but also to elevate the existing diversity and character of the area.
- 6.2 Materials used within proximity to pedestrian areas must have the durability to withstand heightened activity and wear.
- 6.3 Reuse existing or refurbished materials.
- 6.4 Use materials that convey a sense of human scale; that is, meant to be experienced by the pedestrian, not vehicular, user.
- 6.5 Use authentic materials. When this is not possible, ensure that synthetic materials realistically convey the materials that they represent.
- 6.6 While excessive uniformity and monotony are discouraged, variations in materials and colors must be composed and balanced to create a unified whole.
- 6.7 Use light colored (high albedo) materials for roofing and landscaping to reflect radiant heat.
- 6.8 Brighter, bolder colors (including corporate branding colors) may be applied to areas or elements of the building where they are secondary in application compared to the main body or features of the building (such as signage, canopies, or accent trim), or are otherwise applied in ways that do not dominate the overall color palette or cause the building to look out of place relative to the area. Counteract stronger colors by integrating natural materials and textures into the overall design.
- 6.WE West End Historic District: Brighter colors may be applied more predominantly to contribute positively to a more vibrant, exciting setting but must still be coordinated with the building composition and surrounding character.

PRI 7. ARCHITECTURAL LIGHTING

- 7.1 Use light fixtures to accent and complement architectural elements.
- 7.2 Enhance building architecture with lighting. Incorporate accent lighting into the building design to create visual interest, depth and shadows. Ensure lighting does not have an adverse impact on adjacent properties and pedestrian areas.
- 7.3 Use shielded fixture housings to direct light distribution to pedestrian areas and to prevent trespass onto adjacent properties. For complex projects, lighting specialists should be retained to ensure light pollution will not adversely affect adjacent properties.
- 7.4 Lighting of building façades is discouraged if the lighting contributes to light pollution and off-site trespass. In-ground up lighting should not shine directly into pedestrian areas.

- 7.5 Safety and security of the building and surrounding area should be enhanced through lighting design.
- 7.6 Light source color selection must be considered so that lighting is not harsh and unpleasant or incompatible with other area lighting sources.
- 7.7 Nighttime lighting of tall building signs, as well as of distinctive building tops, is encouraged and the two should be integrated. Lighting of tall building signs should include backlighting that creates a “halo” around the skylight sign. Backlighting may be combined with other types of lighting.

PRI 8. PRIVATE OUTDOOR SPACES

- 8.1 Thoughtfully locate building equipment and utilities. Avoid placing building elements that will be interpreted as clutter, such as utilities, in private outdoor spaces that are within the public view including spaces that are at ground-level as well as rooftop areas.
- 8.2 Screen building equipment and utilities from view with built or landscaped buffering in a manner that contributes to the quality of the existing landscaping, building and public streetscape. This screening requirement applies to mechanical equipment on rooftops, such as HVAC units.
- 8.3 Private outdoor spaces must complement and enhance the design of the building(s) to which they are associated.
- 8.4 Incorporate low-impact site development principles to make efficient use of land and natural resources.
- 8.5 Light source color selection must be considered so that lighting is not harsh and unpleasant or incompatible with other area lighting sources.

PRI 11. EXISTING ARCHITECTURE

- 11.1 Buildings that are considered contributing to the West End Preservation Overlay District, or listed on the National Register of Historic Places are encouraged to consider rehabilitation, restoration, preservation, reconstruction or complementary additions. The National Park Service provides a comprehensive source of material that can assist owners with how to work with historic properties.
- 11.2 Maintain existing features, details and windows that contribute to the existing character of the building and its adjacent area
- 11.3 Additions and renovations must be respectful of a building's original architectural character.
- 11.4 An addition should not damage or obscure architecturally important features of the existing building.
- 11.5 Additions must be visually distinctive from the original building so that new and old elements can be distinguished from one another.
- 11.6 Rooftop additions to existing buildings should be set back from the primary façade so that new and old elements can be distinguished from one another and the scale of the original building can be perceived.
- 11.7 Additions must be subordinate in scale and character to the original building.
- 11.8 An application for building demolition must be accompanied by a post-demolition site plan.
- 11.9 Inappropriate coating treatments are a major cause of damage to historic masonry buildings and should not be permitted. Applying any waterproof coating to existing brick exterior walls can cause interior and exterior damage. The National Park Service provides guidance on coating treatments for historic masonry buildings.



city of
greenville

**APPLICATION FOR
CERTIFICATE OF APPROPRIATENESS
URBAN DESIGN PANEL**

Contact Planning & Development:
(864) 467-4476

Office Use Only:

Application# _____ Fees Paid _____
Date Received _____ Accepted By _____
Date Complete _____ App Deny Conditions _____

APPLICANT/OWNER INFORMATION

*Indicates Required Field

APPLICANT

PROPERTY OWNER

*Name:		
*Title:		
*Address:		
*Phone:		
*Email:		

PROPERTY INFORMATION

*STREET ADDRESS _____

*TAX MAP #(S) _____

*SPECIAL DISTRICT _____

DESCRIPTION OF REQUEST

To include scope of project and justification or response to specific guidelines and special conditions.

INSTRUCTIONS

1. Preliminary meeting with staff is required prior to application submittal.
2. All applications and fees (made payable to the City of Greenville) for Certificate of Appropriateness must be received by the Planning & Development office no later than 2:00 p.m. on the date reflected on the attached schedule.

A. URBAN DESIGN PANEL	Site plan review	\$300.00
	Architectural review	\$300.00
B. SIGNS		\$150.00
C. APPLICATION FOR STAFF REVIEW		
	Major (all site development activity, roof gardens, decks or accessory structures; or any project that requires consultation with a member of the DRB).	\$100.00
	Minor (color change; replacement of windows/doors; additions, deletions or replacement of awnings; re-roofing; and projects that do not involve structural alterations, increase/decrease in window/door area or removal of architectural features).	\$ 50.00
D. INFORMAL REVIEW		
E. MODIFICATION TO AN APPROVED PROJECT		
	Major (requires review by DRB)	½ original fee
	Minor (requires review by staff)	\$ 50.00
F. REVISIONS (multiple required revisions may be subject to additional fees).		

3. The staff will review the application for “sufficiency” pursuant to Section 19-2.2.6, Determination of Sufficiency and will contact the applicant to correct any deficiencies, which must be corrected prior to placing the application on the Design Review Board agenda.
4. If the application requires review by the Urban Design Panel, public hearing signs must be posted on the subject property at least 15 days (but not more than 18 days) prior to the scheduled hearing date.
5. You must attach one (1) complete set of scaled drawings of the property at an appropriate scale such as 1”=20’ or ¼” = 1’, etc. Although construction drawings are not required, applicants for final approval should be able to provide construction drawings at the Design Review Board’s (DRB) request. The Board may request additional information at any time to fully understand the proposal. Items submitted to the Board become the property of the City and will not be returned.

SITE PLAN REVIEW

- Site Plan Drawings (indicating footprint of existing buildings, proposed building, proposed exterior elements, demolition of existing site features, floor plan, proposed exterior equipment, etc.).
- Massing Studies and Images (images shall be high resolution and should depict adjacent building, proposed building massing from various viewpoints, initial architectural details, photos of surroundings to review context, etc.).
- Model (physical or digital model that includes the surrounding context with massing only, no texture or articulation is required). ***The contextual model for the DRB boundary can be downloaded here: <https://greenvillesc.sharefile.com/d-s4197849a61943358>, and is provided as a .skp file. Data is updated monthly.***

ARCHITECTURAL REVIEW

- Elevation Drawings of all Exterior Sides (indicate proposed materials, existing grade and proposed grade, proposed mechanical equipment, outdoor lighting fixtures, landscape drawings, design and location of signage, removal of existing building elements, addition to existing building, a streetscape elevation of building adjacent to and across the street from the site, including the proposed building).
- Sections (include vertical dimensions in feet, building sections where significant changes occur in building volume, wall section for review of material relationships).
- Detail Drawings (include material and methods of each type of construction affecting the exterior appearance of the structure, samples, brochures and photographs of all exterior finishes, windows, fixtures, lighting and signage).
- Renderings (include perspective drawings, including views from pedestrian and public realm).
- Model (physical or digital model that includes the surrounding context and should include accurate scale, architectural detail to the extent that it describes the design intent, proposed textures and proposed signage).

For more detail on these submittal requirements, please refer to the **Greenville Downtown Design Guidelines**, adopted May 2017.

Please verify that all required information is reflected on the plan(s). Please submit one (1) paper copy and one (1) electronic version of the plan(s).

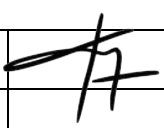

6. Please read carefully:

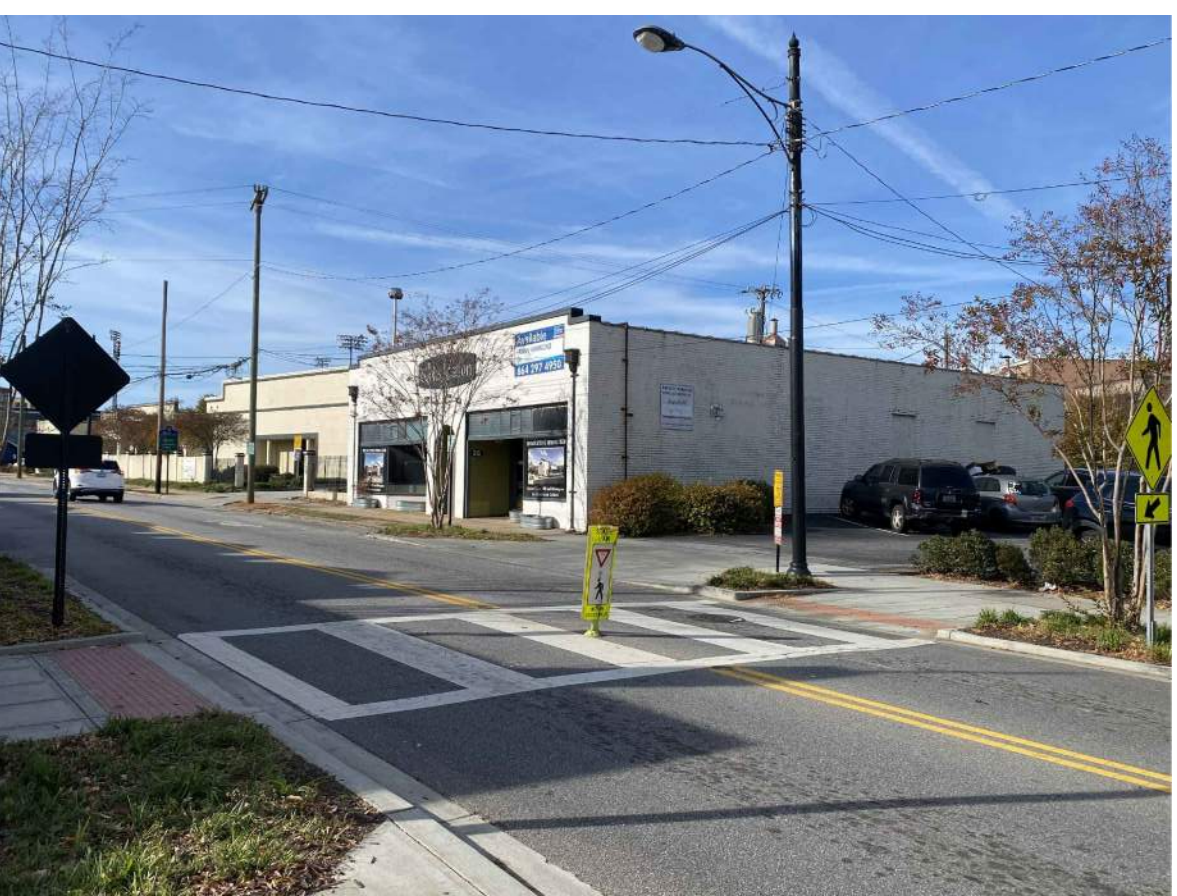
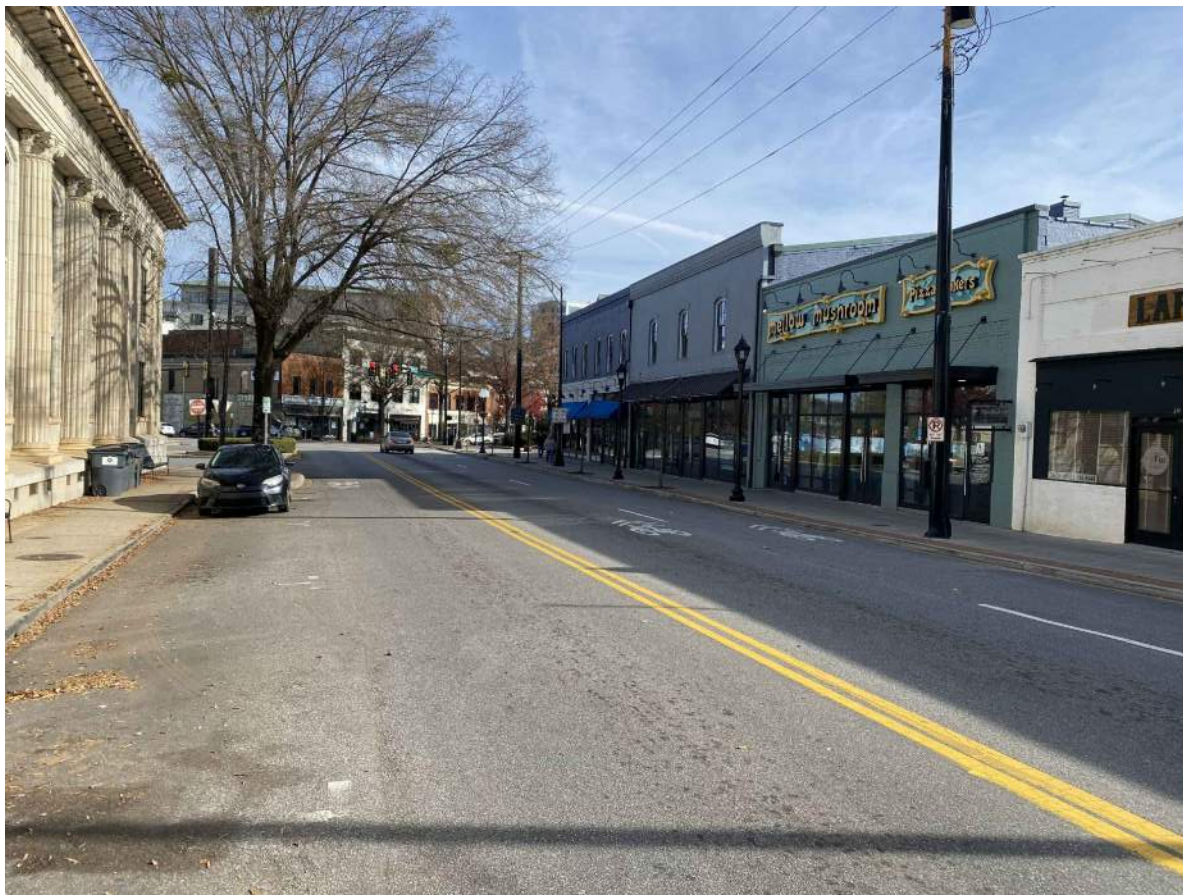
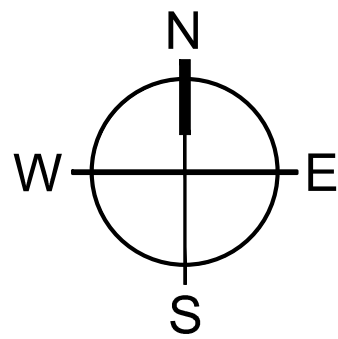
The applicant and property owner affirm that all information submitted with this application, including any/all supplemental information, is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

In addition, the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

If the Planning & Development office, by separate inquiry, determines that such a restriction exists, it shall notify the applicant. If the applicant does not withdraw or modify the application in a timely manner or act to have the restriction terminated or waived, the Planning & Development office will indicate in its report to the Design Review Board that granting the requested change would not likely result in the benefit the applicant seeks.

7. To that end, the applicant hereby affirms that the tract or parcel of land subject of the attached application **is** ___ or **is not** ___ restricted by any recorded covenant that is contrary to, conflicts with or prohibits the requested activity.

*Signatures	
Applicant	
Date	
Property Owner/Authorized Agent	
Date	
Public Hearing Information	
Public Hearing Signs	



LEFT OF SUBJECT SITE

SUBJECT SITE

RIGHT OF SUBJECT SITE

ACROSS AUGUSTA STREET FROM SUBJECT

ACROSS AUGUSTA STREET FROM SUBJECT



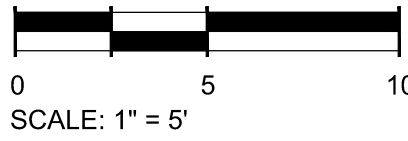
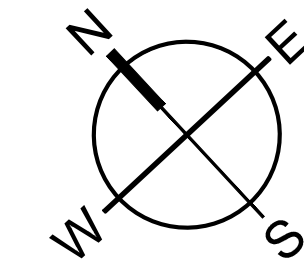
COCOBELLA (LEFT OF SITE)



CURRENT SITE CONDITIONS



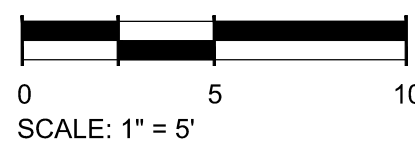
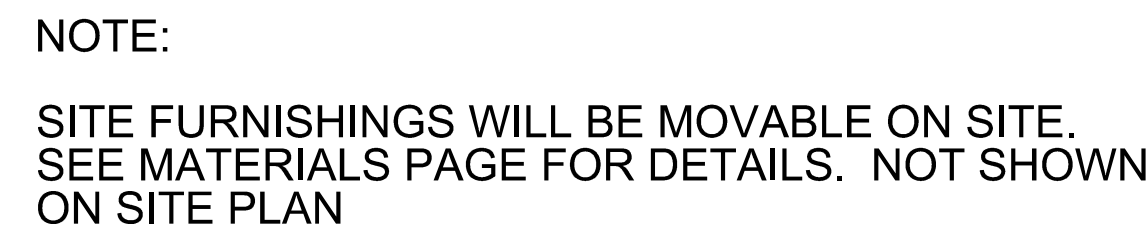
CURRENT SITE CONDITIONS





REVISION HISTORY

C3.0



THIS DRAWING SHALL NOT BE REPRODUCED IN ANY MANNER OR USED FOR ANY PURPOSE WITHOUT WRITTEN PERMISSION.

501 WANDO PARK BOULEVARD, SUITE 200 | MOUNT PLEASANT, SC 29464 | 508 RHETT STREET, SUITE 101 | GREENVILLE, SC 29601

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Superior
RECREATIONAL PRODUCTS
A PLAYSCAPE COMPANY

Monoslope Shelter
MONOSLOPE SHELTER



Product Description

Product Description:

Our all-steel Monoslope Shelter is a versatile design allowing you to utilize this base design for more unique shelter applications. This rectangle sloped shelter can shade walkways, bus stops, and dugouts very easily. To meet these unique needs, this shelter design can have four posts or can be cantilevered.

The versatility of our rectangle park pavilion makes it an attractive choice for municipalities, parks and recreation departments, and schools. It's durable and attractive, weathering even the toughest snowstorm, making it a great shade solution for areas that receive snow.

Most choose the rectangle shape for its simple design. However, this shelter was specifically designed to make attractive dugout shelters, bus stops shelters, and walkway shelters.

Our Monoslope Shelter is available with 24 gauge metal roofing in several color choices. What's more, you can choose a square or round column, add ornamental guardrails or upper lattice, cupolas, or electrical access holes.

Warranty

To view our warranty information, visit us at srpshelter.com/srp-shelter-warranty.

To Order: sales@silbrands.com • 1.800.327.8774 • srpshelter.com

MONOSLOPE STAGE COVERING



STRING LIGHTS OVER PLAZA



MONOSLOPE STAGE COVERING



UNDERSIDE OF STAGE COVERING



Ultimate Blend
Lawn & Landscape Pet Turf

ARTIFICIAL TURF (ULTIMATE BLEND BY HERITAGE TURF OR EQUAL)



MONOSLOPE STAGE COVERING

AVAILABLE COLORS

CoolNet™ has been specifically developed as a very strong and durable U.V. protection fabric for use with Shade Systems'™ outdoor structures. Our fabrics combine maximum sun protection with strength and durability to ensure maintenance-free exterior performance.

CANARY YELLOW	TERRACOTTA	LIME GREEN	FIRE ORANGE	ONYX BLACK	GRAPE PURPLE
DESERT SAND	RIVERBUM GREEN	BRIGHT RED	BRIGHT WHITE	SILVER GREY	LIGHT BLUE
NAVY BLUE	AQUATIC BLUE	FOREST GREEN	STORMY GREY	BAMBOO BROWN	CHARCOAL GREY
MOCHA BROWN	EGGSHELL WHITE	BORA BORA BLUE	BRICK RED	SELECTED COLOR FOR SHADE SAIL	

Powder-Coat Colors All steel tubing components are manufactured with a bright and durable polyester powder-coated finish. Standard powder-coat colors are shown below, with many optional custom colors available upon request.

ALPINE WHITE	TEAL	BLUE STREAK	CRIMSON RED	LATTE TAN
COFFEE BROWN	JET BLACK	SUNSHINE YELLOW	GUNMETAL GREY	EVERGREEN

Post Pads Shade Systems protective padding is ideal for cushioning accidental bumps by young and old against our steel posts. Available in a variety of colors to match our standard powder-coat colors and sizes to fit all our structural posts, pads consist of exterior grade foam filler encased in high-gloss easy-to-clean flame-retardant vinyl. All pads are 6' high and fastened to posts with heavy-duty all weather plastic zippers.

ALPINE WHITE	JET BLACK	LATTE TAN	BLUE STREAK	EVERGREEN
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Actual fabric and metal colors may vary from representations shown here. Sample fabric swatches and metal color chips are available upon request. For further details please refer to Technical Specifications and Warranty information at: <http://shadesystemsinc.com/specs-warranty/>

Shade systems
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4150 SW 19th Street
Ocala, FL 34474

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Local: 352.237.0135
Fax: 352.237.2266

e-mail: info@shadesystemsinc.com
web: www.shadesystemsinc.com



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843.884.1667
GREENVILLE, SC
864.298.0534
SUMMERVILLE, SC
843.884.1667
WWW.SEAMONWHITESIDE.COM



21 AUGUSTA PLAZA

CITY OF GREENVILLE, SOUTH CAROLINA

SW+ PROJECT: GR3467
DATE: 12/06/21
DRAWN BY: WDM/MC
CHECKED BY: CW

REVISION HISTORY

PLAZA
MATERIALS



VIEW FROM AUGUSTA STREET



VIEW FROM AUGUSTA STREET



BIRD'S EYE VIEW



VIEW FROM AUGUSTA STREET



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21 AUGUSTA PLAZA

CITY OF GREENVILLE, SOUTH CAROLINA

SW+ PROJECT: GR3467
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DRAWN BY: WDM/MC
CHECKED BY: CW

REVISION HISTORY

3-D
PERSPECTIVES